Briefing on Potential DART-DCTA Proposal to Provide Microtransit Service for McKinney Urban Transit District

DART Mobility Service LGC
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Today’s Agenda

• History of McKinney Urban Transit District (MUTD) Request and DART Board Activities
• Procurement Status Update and Preliminary Project Budget
• Benefits to DART and Other Considerations
• Project Timeline
History of MUTD Request and DART Board Activities

- In October 2020, the MUTD requested a proposal from DART and DCTA to operate shared-ride microtransit service within Collin County.
- On December 8, 2020, DART staff provided a briefing to DART Board Planning and Capital Programs Committee on a potential DART-DCTA joint proposal to provide shared-ride microtransit service for MUTD.
- On February 23, 2021, DART staff provided a briefing to DART LGC Board on various LGC services which included the potential MUTD service as a future opportunity.
- On March 23, 2021, DART Board Approved an ILA of Cooperative Purchasing with DCTA.
Procurement Update

• With the sentiment of enough interest from the DART Board on continuing to evaluate the opportunity to provide service to MUTD, on April 16, 2021, DCTA issued a Task Order Bid with DART’s input on the Scope of Work, active through May 24, 2021, to procure a contractor for the potential MUTD service
• Three bids have been received from Spare Labs, MV Transportation, and Via and currently under evaluation by DART and DCTA
• The joint proposal to include DART and DCTA’s components are currently under development
Benefits to DART

**Positive Net Revenue**

Bring additional revenue service via connection to DART service in Plano, additional sale tax revenue in Plano and Richardson of Collin County due to increased business activities, as well as various potential fees paid to DART.

**Strategic Interest with Regional Partner**

Strengthen DART and DCTA’s strategic interest to collaborate, rather than competing, to leverage strengths of each agency and achieve mutual benefits.

**Enhanced Leadership and Mission**

Enhance DART’s image and reputation as the leading regional mobility agency to provide innovative, reliable, safe, and affordable mobility options.

**Expanded GoPass Influence**

Expand DART GoPass mobile application as the recognized technology platform of the regional choice.
Other Considerations

DART’s current enabling legislation does not provide a mechanism for a transit district to join DART.

The potential MUTD service could lay down groundwork and build essential relationships today, should any municipalities within MUTD may consider joining DART in the future.

Enabling Legislation

The potential MUTD service is consistent with DART Policy III.07 for providing service outside the DART Service Area. The MUTD cities are participating NCTCOG’s Collin County Transit Plan.

DART Policy III.07

A similar project to serve the Southern Dallas County Inland Port Area has been commended by various Dallas City and County elected officials.

Regional Policy Position

North Central Texas Council of Governments (NCTCOG) has a policy supporting only three dedicated tax funded urban transit agencies in the Dallas-Fort Worth region.

NCTCOG could change its current policy position if DART and DCTA are not willing to help provide service for the MUTD.
## Timeline (Tentative)

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<thead>
<tr>
<th>Time</th>
<th>Item</th>
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<tbody>
<tr>
<td>April 16 – May 24, 2021</td>
<td>Request for Proposal to Solicit the Contractor(s)</td>
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<td>June 2021</td>
<td>Bid Review and Evaluation</td>
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<td>June 22, 2021</td>
<td>LGC Board Briefing</td>
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<td>July 2021</td>
<td>DART-DCTA Joint Proposal Submission to MUTD</td>
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<td>Aug – September 2021</td>
<td>LGC/DCTA/MUTD ILA Approval</td>
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<td>October – December 2021</td>
<td>Service Implementation Prep and Marketing</td>
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<td>January 1, 2022</td>
<td>MUTD Shared Ride Microtransit Service Starts</td>
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